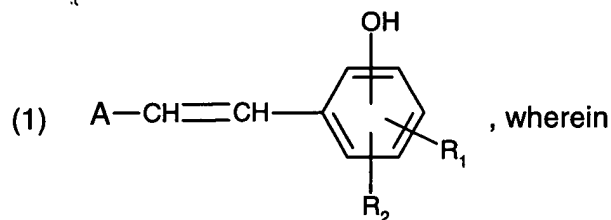
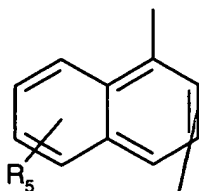


Sub Bl  
18. (new) A method of antimicrobially treating a substrate which comprises applying thereto an antimicrobially effective amount of a hydroxystilbene compound of the formula

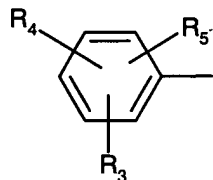


A is a radical of formula (1a)



; or a radical of

formula (1b)



; and

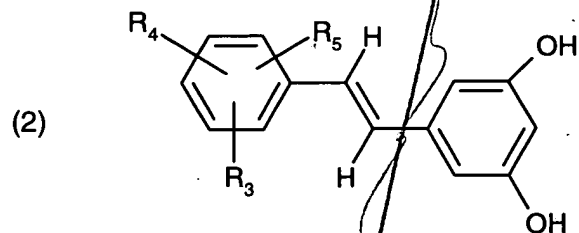
R<sub>1</sub>, R<sub>2</sub>, R<sub>3</sub>, R<sub>4</sub> and R<sub>5</sub> are each independently of the others hydrogen, halogen, hydroxy, C<sub>1</sub>-C<sub>16</sub>alkyl, C<sub>1</sub>-C<sub>16</sub>alkoxy, phenyl; C<sub>1</sub>-C<sub>3</sub>phenylalkyl; C<sub>6</sub>-C<sub>10</sub>aryloxy, amino, mono-C<sub>1</sub>-C<sub>5</sub>alkylamino, di-C<sub>1</sub>-C<sub>5</sub>alkylamino, or -NO<sub>2</sub>.

19. (new) A method according to claim 18, wherein, in formula (1), R<sub>1</sub> and R<sub>2</sub> are hydroxy.

20. (new) A method according to claim 18, wherein the compound of formula (1) is in the E- or Z-form.

21. (new) A method according to claim 20, wherein the compound of formula (1) is in the E-form.

22. (new) A method according to claim 18, wherein there is used a compound of formula

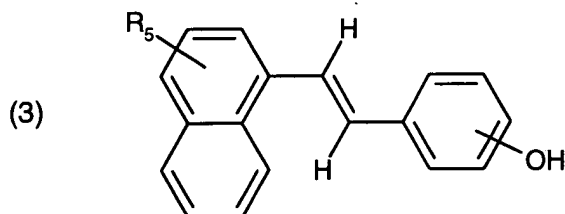


Sub  
B1  
Contd.

wherein  $R_3$ ,  $R_4$  and  $R_5$  are as defined in claim 18.

23. (new) A method according to claim 22, wherein, in formula (2),  $R_3$ ,  $R_4$  and  $R_5$  are hydrogen.

24. (new) A method according to claim 18, wherein there is used a compound of formula



wherein  $R_5$  is as defined in claim 18.

AI

25. (new) A method of antimicrobial treatment, deodorisation and disinfection of the skin, mucosa and hair treating, which comprises applying thereto an antimicrobially effective amount of a compound of formula (1) according to claim 18.

26. (new) A method according to claim 25, wherein the compound of formula (1) is used in disinfection and deodorisation.

27. (new) A method of antimicrobially treating textile fibre materials, which comprises applying thereto an antimicrobially effective amount of a hydroxystilbene compound of the formula (1) according to claim 18.

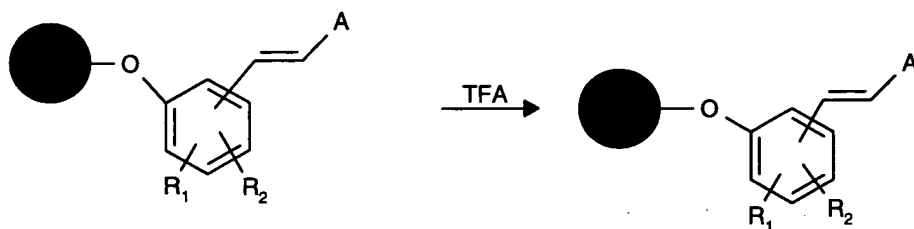
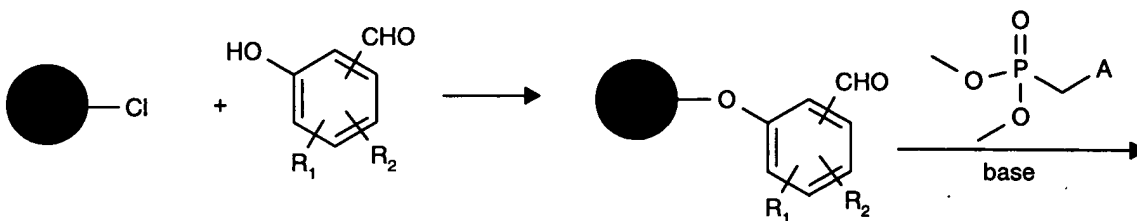
28. (new) A method of preserving a substrate against antimicrobial damage, which comprises applying thereto an antimicrobially effective amount of a hydroxystilbene compound of the formula (1) according to claim 18.

29. (new) A method of washing and cleaning a substrate, which comprises washing and cleaning the substrate with a washing and cleaning formulation containing an antimicrobially effective amount of a hydroxystilbene compound of the formula (1) according to claim 18.

30. (new) A method of imparting antimicrobial properties to and preserving plastics, paper, nonwovens, wood or leather, which comprises applying thereto an antimicrobially effective amount of a hydroxystilbene compound of the formula (1) according to claim 18.

31. (new) A personal care preparation, comprising from 0.01 to 15 % by weight, based on the total weight of the composition, of a compound of formula (1) according to claim 18, and a cosmetically tolerable adjuvant.

32. (new) A process for the preparation of compounds of formula (1) according to claim 18, which process comprises preparing them in a solid-phase synthesis using a trityl resin in accordance with the following scheme:



= trityl resin radical